

Maine Center for Disease Control and Prevention WIC Nutrition Program

Effective: October 1, 2012

Policy No. CM-3

Revised: August 1, 2016

Community Outreach

Authority

7 CFR §246.4(a)(5)(i-ii), (6), (7), (19-22); §246.7(a) and (b);

22 MRSA §255 and §1951;

10-144 CMR Chapter 286, § II.Q

Policy

1. Each Local Agency shall develop and implement a community outreach plan.
2. The Local Agency community outreach plan shall coordinate the Maine CDC WIC Nutrition Program with other programs and services that serve potential WIC applicants/participants.
3. Local Agencies may develop their own outreach materials to meet the needs of the communities they serve.
4. The Local Agency community outreach plan shall include special populations, see Policy CR-7, Special Populations.
5. The State Agency will develop general outreach materials for use by local agencies, which may be tailored to meet community needs.

5.1 Any alterations to State developed outreach materials must be approved by the State Agency prior to dissemination.

6. The State Agency shall develop and implement an annual statewide outreach plan, based on programmatic needs.

Procedures

1. Outreach activities shall include but not be limited to informational posters, brochures, and displays in public places, presentations at meetings and clubs, health fairs, and advertisements in local newspapers.
 - 1.1. Local Agency produced brochures or pamphlets do not need to include the CDC logo, however, should include the wording, "This institution is an equal opportunity provider."

- 1.2. If the Local Agency does choose to use the CDC logo on agency developed materials, they must be approved by the State Agency prior to dissemination.
2. Local Agencies shall conduct community engagement activities.
 - 2.1. Community outreach efforts shall include the two areas of concentration specified by the State Agency as well as the two areas of concentration chosen by the Local Agency.
 - 2.2. Outreach to community providers serving mothers and children shall be included. See Appendix CM-3-A Outreach Targets for a listing of potential community providers.
3. State and local agencies may use any of the following formats to inform the public about program benefits:
 - 3.1. Newspapers
 - 3.2. Television
 - 3.3. Radio
 - 3.4. Posters
 - 3.5. Letters
 - 3.6. Brochures/pamphlets
 - 3.7. Websites/social media
 - 3.8. Face-to-face communication
4. Local Agency community outreach plans shall be submitted to the State Agency no later than August 31 and as a part of the annual report.
 - 4.1. The annual report will provide the Local Agency's self-evaluation of the previous year's activities.
 - 4.2. Updates to the community outreach plan shall be submitted to the State Agency as major changes occur within the community or the Local Agency.
 - 4.3. Local Agency community outreach plans will be assessed for adequacy and quality of services at Local Agency management evaluation reviews (MER).
 - 4.4. The Local Agency community outreach plan and associated activities and outcome measures shall be documented and kept on file for three (3) years plus the current year.
5. The State Agency shall provide technical assistance to Local Agencies in promoting collaboration between the Maine CDC WIC Nutrition Program and other community service providers.